

FIG.1

START
S1 PROVIDE CONTENT
S2 DELIVER DATA
5 S3 RECEIVE DATA
S4 EXTRACT CONTROL INFORMATION
S5 ANALYZE CONTENT PLAYBACK INFORMATION
S6 ANALYZE CONTROL RULE INFORMATION
S7 EXTRACT AN ITEM HAVING A MAXIMUM NUMBER OF PURCHASES
10 EXTRACT SEARCH INFORMATION
S8 DETERMINE PLAYBACK CONTENT
S9 PLAYBACK CONTENT
END

15 FIG.2

1: CONTENT PROVIDING SYSTEM
41-43 CONTENT PLAYBACK TERMINALS
20 CORE NETWORK
10 DATA TRANSMISSION SERVER
20 60 INTERNET
51-53 CONTENT PROVIDING SERVERS

FIG.3

CONTENT PLAYBACK TERMINAL
25 401 COMMUNICATION SECTION
402 CONTROL INFORMATION EXTRACTING SECTION
404 HISTORY INFORMATION STORAGE SECTION

403 CONTROL INFORMATION ANALYSIS SECTION
405 PLAYBACK CONTROL DETERMINATION SECTION
406 CONTENT PLAYBACK PROCESSING SECTION
407 HISTORY INFORMATION STORAGE CONTROL SECTION
5 410 PLAYBACK OUTPUT SECTION
411 VIDEO OUTPUT SECTION
412 AUDIO OUTPUT SECTION

FIG.4

10 420 TERMINAL PACKAGE
411A MAIN PLAYBACK REGION
411B SUB-PLAYBACK REGION

FIG.5

15 CONTENT PLAYBACK INFORMATION
ACCESSORIES
COSMETICS
GOURMET

20 FIG.6

CONTROL RULE INFORMATION
ITEM

FIG.7

25 PURCHASE HISTORY INFORMATION
PURCHASE TIME
ITEM

COSMETICS

PRODUCT NAME

ACCESSORIES

GOURMET

5

FIG. 8

CONTROL RULE INFORMATION

PURCHASE TIME

ITEM

10